

## Message Text

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ACTION EUR-12

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R 071333Z SEP 78  
FM AMEMBASSY PRAGUE  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 6170  
AMEMBASSY BUCHAREST  
AMEMBASSY SOFIA  
AMEMBASSY VIENNA  
AMEMBASSY WARSAW

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USDOC FOR BEWT/ TPD

VIENNA FOR TRADE FAIR SUPPORT OFFICE

E.O. 11652: NA  
TAGS: BEXP CZ  
SUBJECT: GARMENT PRODUCTION EQUIPMENT TSS: MARKET RESEARCH

SUMMARY: CZECHOSLOVAKS HAVE RECONFIRMED INTEREST IN TSS  
AND PROPOSE THAT IT BE HELD IN BRNO. SERIES OF INTERVIEWS  
HAS YIELDED INFORMATION ON EQUIPMENT AND PROCESSES WHICH HOLD  
BEST MARKET POTENTIAL HERE FOR US FIRMS. ACTIONS REQUESTED:  
(1) APPROVE BRNO LOCATION, AND (2) UTILIZE FOLLOWING MARKET  
RESEARCH INFORMATION IN RECRUITING AND BRIEFING TSS PARTICI-  
PANTS. END SUMMARY.

1. IN CALLS ON MINISTRIES, FTO'S AND ENTERPRISES INVOLVED IN  
GARMENT PRODUCTION SECTOR, EMBASSY HAS RECONFIRMED DEFINITE  
INTEREST ON CZECHOSLOVAK SIDE. THEY ARE MOST INTERESTED IN  
AUTOMATIC MACHINES WHICH SUBSTANTIALLY REDUCE MAN-HOURS AND  
OOSTPRODUCTIVITY, BUT ALSO IN THOSE WHICH QUALITATIVELY IMPROVE PRO-  
DUCTION. ONE CONTACT SAID INDUSTRY MUST  
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AUTOMATE TO REDUCE COSTS AND UTILIZE MORE ARTIFICIAL  
FIBERS TO REDUCE IMPORTS.

2. PROSPECTIVE TSS PARTICIPANTS SHOULD BE AWARE THAT  
CZECHOSLOVAKIA IS SEEKING SOPHISTICATED TECHNOLOGICAL  
ADVANCES TO COMPLEMENT ITS OWN PRODUCTS, BUT NOT TO  
COMPETE WITH DOMESTIC OUTPUT. CZECHOSLOVAKIA IS A WORLD

EXPORTER OF TEXTILES, GARMENTS AND FOOTWEAR AS WELL AS PRODUCTION MACHINERY IN THESE AREAS. CZECHOSLOVAKS REGULARLY PARTICIPATE IN THE GREENVILLE AND CHARLOTTE FAIRS, THE BOBIN SHOW IN ATLANTIC CITY AND THE MILWAUKEE LEATHER SHOW.

3. EQUIPMENT AND PROCESSES FOR THE READY MADE GARMENT INDUSTRY IN GENERAL, AND LEISURE AND SPORTSWEAR PRODUCTION IN PARTICULAR, WILL ATTRACT THE MOST INTEREST HERE. NOT TO BE OVERLOOKED, HOWEVER, ARE THE SHOE AND ARTIFICIAL FUR SPECIALITIES.

4. FOLLOWING ARE KEY INTERESTS (NOTED IN BRACKETS ARE NAMES OF ANY COMPANIES MENTIONED BY PERSONS INTERVIEWED):

- A) AUTOMATIC PATTERNING AND SIZING PLUS PREPARATION OF TEMPLATES FOR CUTTING ROOM (MARKAMATIC);
  - B) CUTTING BY USE OF LASERS AND WATER JETS (CAMSCO) AS WELL AS OTHER NEW CUTTING ADVANCES, PARTICULARLY FOR READY MADE GARMENTS (WOLF CO.);
  - C) INDUSTRIAL SEWING PROCESSES WITH EMPHASIS ON SHIFTING TO LABOR SAVING COMPONENT PRODUCTION FROM USING SINGLE PURPOSE MACHINERY (UNION SPECIAL OF INTEREST IF THEY CAN DEAL DIRECTLY WITH US FIRM RATHER THAN WITH FRG AGENT);
  - D) LATEST NON-SEWING TECHNIQUES SUCH AS HEAT BONDING AND ULTRASONICS;
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- E) QUALITY-CONTROL TECHNIQUES ON-LINE;
- F) IMPROVEMENTS IN LAMINATING AND UNDERLING TECHNIQUES AS WELL AS IN PERMANENT SHAPING, DURABILITY, FINISHING, AND STAIN RESISTANCE;
- G) NOTIONS AND FITTINGS MANUFACTURE INCLUDING STRAPS, HOOKS, TRIMMINGS, BELTS, ETC.;
- H) KNITTING MACHINERY (ROCKWELL-RIMOLDI).

5. AREAS WHICH MAY NOT FALL UNDER THIS TSS, BUT IN WHICH INTEREST WAS VOICED, FOLLOW. PARTICIPANTS MAY WISH TO BRING LITERATURE IF THESE FALL WITHIN THEIR PRODUCT LINES:

- A) WEAVING OF FIBER GLASS FOR CURTAINS FOR OTHER HOEM FURNISHING USES;
- B) CHEAPER METHODS OF PRODUCTION FOR CARPETING, INCLUDING BONDING, PATTERNING, FOAM BACKING, WEAVING AND NON-WOVEN PILES (NOTE - ONE SOURCE MENTIONED THAT SQUARE METER OF CHEAPEST CARPET HERE IS MORE EXPENSIVE THAN SQUARE METER OF PARQUET FLOORING);
- C) MECHANIZATION OF PRE-PRODUCTION STORAGE IN BULK, ON-LINE HANDLING OF MATERIALS, AND STOCKROOM RETRIEVAL, INVENTORY AND INVOICING MECHANIZATION;

D) EVENTUAL GREATER ATTENTION IS ENVISIONED TO JEANS,  
"SAFARI" WEAR AND SPORTSWEAR TO SATISFY CONSUMER DEMAND;  
E) FOOTWEAR - NEW TECHNIQUES TO REPLACE STEEL TEMPLATE  
USED IN MOLDING UPPERS UNDER HYDRAULIC PRESSURE, AND TO  
REDUCE HANDLING.

6. ALL CONTACTS INDICATED THAT TSS SHOULD BE HELD IN  
BRNO RATHER THAN PRAGUE IN ORDER TO BE CLOSEST TO TARGET  
AUDIENCE AND PRODUCTION FACILITIES. EMBASSY PERCEIVES  
NO OBJECTIONS AND WILL PLAN ACCORDINGLY IF USDOC CONCURS.

7. SEMINAR PARTICIPANTS SHOULD PLAN TO SPEND THREE DAYS  
IN CZECHOSLOVAKIA TO PROVIDE TRAVEL TIME FROM PRAGUE TO  
BRNO AND RETURN.  
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